

LESSON 2

FLYERS

OBJECTIVES

Upon completion of this lesson, you should be able to:

- Search the Clip Organizer for desired clip art.
 - Search Clip Art on Office Online for desired clip art.
 - Add clip art to a publication.
 - Move and resize a clip art frame.
 - Rotate and flip a clip art frame.
 - Use the Character Spacing feature to format text.
 - Use the Measurements toolbar to size text.
 - Use the ruler guides to position a frame.
 - Add and format a WordArt frame.
- Change the bullet symbol.
- Layer and group objects.
 - Wrap text around a clip art frame and WordArt frame.

ESTIMATED TIME: 6 HOURS

What Is a Flyer?

A *flyer* is a publication that announces an event or advertises a special limited-time promotion of a single product or service. It is printed on one side of a single sheet of paper and is usually hung on walls or bulletin boards, placed on counter tops, or inserted into newspapers or shopping bags. It is used to generate interest in an organization or event.

Design Considerations for a Flyer

To be effective, a flyer must include the following objects:

- A large headline that can be read at a distance
- Minimum body copy
- Some graphic objects or attention-getting visuals
- Description of the product or event
- Price information (if applicable)
- Company or organization name prominently placed
- Company address, phone and fax number positioned near the company logo or name

Other suggestions for design include the following:

- Use font styles that represent the product advertised. Use enough contrast between the headline and text to make the headline stand out.
- Make the information brief and easy to read.
- Use a single, dominant color that is easy to read if it is used as text color or background fill for text box frames.
- Choose an appropriate paper color.
- Consider larger-sized paper such as 11 x 17.
- Make sure the page is not cluttered with excess text and graphic objects.

The Lesson Project

For this lesson, you will begin by creating a flyer for the City of Otter Creek that will promote the wearing of helmets when riding bikes (Figure 2-1).

FIGURE 2-1
Bike Helmet Flyer

Using the Clip Organizer

In the previous lesson you learned how to add a picture to a document using the Picture frame. In this lesson, you will learn how to use the Clip Organizer. The Microsoft Clip Organizer, included with Microsoft Office XP, is a stand-alone program that is used to organize media clips for Office documents. The Clip Organizer also comes with a variety of media clips for your use.

HOW CLIPS ARE ORGANIZED

When Clip Organizer is first used after it has been installed, it scans your computer for media files and organizes media clip shortcuts into collections (folders). When you are in the Clip Organizer, you can preview, open, or insert a media file into your document without having to go to the actual storage location on your computer. The clips are organized into three types of collections:

- **My Collections**, which include clips you have stored on your hard disk.
- **Office Collections**, which are clips that come with Microsoft Office XP as well as clips on the Clip Organizer CD.
- **Web collections**, which is a link to an online source provided by Microsoft content partners.

To insert a clip art object, click the Picture Frame on the Object toolbar and choose Clip Art task from the drop-down menu. The Clip Art pane will appear at the left side of your screen. This task pane is illustrated in Figure 2-2.

Search for a clip by keying in the Search text box a word or phrase that describes the clip you want. You can limit where you want the search carried out by specifying the collection to be searched in the *Search in* drop down list. You can limit the type of media to be searched in the *Results should be* drop down list. The choices for types of media include the following:



- All media file types
- Clip Art
- Photographs
- Movies
- Sounds

When the specifications have been entered or chosen, click Search to see the results. The results of the search will be shown in the same pane as thumbnail (very small) images. Figure 2-3 shows the possible results of a search for *helmet*. You can scroll down to see additional images.

ADDING A CLIP TO YOUR DOCUMENT

Once you have found a clip you like, you may either click it to select it or drag it onto your open document. If you want to add several clips, hold the CTRL key down as you select additional clips and drag them all at once into your document. (If you do this, the clips end up stacked on top of each other, and you need to move them off the pile and into the document one by one.)

Exercise 2.1

1. Start Publisher. Go to a new blank page, choosing the Letter (portrait) 8.5 x 11" size page.
2. Click the **X** in the upper right corner of the task pane to close it.
3. Click the **Insert** menu and choose **Picture** and then **Clip Art**.
4. Click **Yes** if a "Do you want to use" message appears.
5. Key **helmet** in the Search text box and click Go. Look at the results.
6. Delete *helmet* and key **bikes** in the Search text box. Click Go.
7. Scroll, if necessary, to find an image that contains a bike rider wearing a helmet that looks like a young person. (You may not find the image shown in Figure 2-1.)
8. Drag the image onto your document and release the left mouse button anywhere in the document.
9. Save the publication as bike helmets xxx (where xxx are your initials). Keep the publication open and read on.

FIGURE 2-2
Insert Clip Art Task Pane

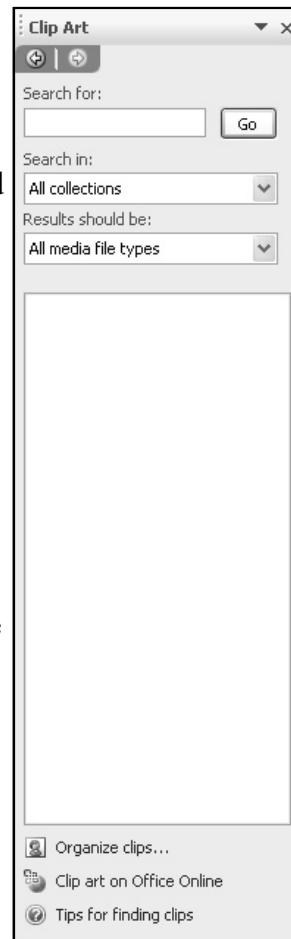
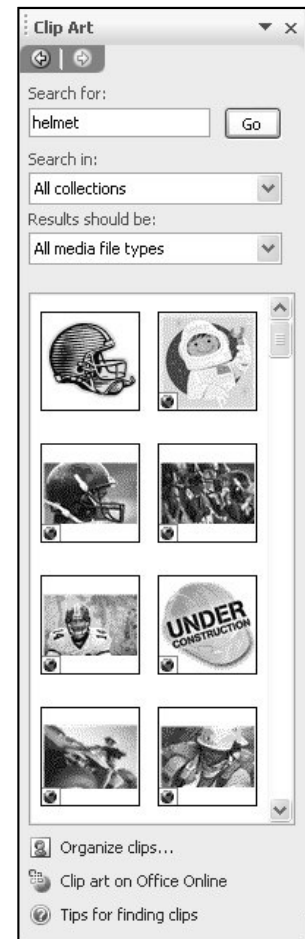


FIGURE 2-3
Results of Search in Clip

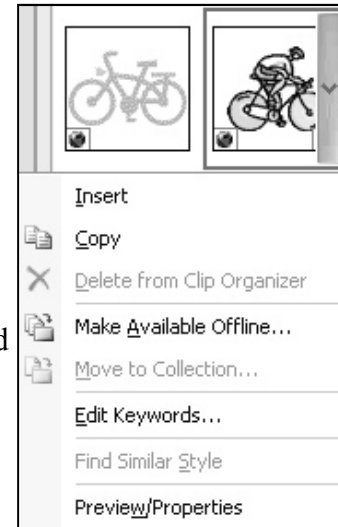


ADDITIONAL CLIP OPTIONS

A gray bar with an arrow appears beside the selected clip in the Clip Art task pane. When you click the arrow, Publisher displays a menu of choices that relate to what can be done with that clip (see Figure 2-4). These choices include the following:

- **Insert**—Insert the clip into the document.
- **Copy**—Puts a copy of the selected clip into the Office Clipboard.
- **Delete from Clip Organizer**—Deletes the shortcut to the clip that is showing in the Clip Organizer. It does not delete the actual stored file.
- **Make Available Offline**—Makes the selected image available when you are not connected to the Internet.
- **Move to Collection**—Move a selected image to another collection or create a new collection to which the image can be moved.
- **Edit Keywords**—Keywords are stored with the image that describes the image. These help when searching for clips. This option lets you add, edit, or delete keywords. This can only be done on your personal collections. Keywords can also be changed in the Properties dialog box.
- **Find Similar Style**—This will bring up other images created in the same artistic style but not necessarily matching the keyword.
- **Preview/Properties**—This dialog box shows the properties of the image such as the type of file, size, and properties.

FIGURE 2-4
Drop-Down List for a Clip



Exercise 2.2

1. Click on the down arrow next to any image in the Insert Clip Art task pane. Click the **Insert** command. Did the image appear in the document page?
2. Close the Clip Art task pane by clicking the **X** in the upper right corner of the pane. You'll learn to redisplay it shortly.
3. Save the publication and keep it open as you read on.

Viewing Clips by Collections

At the bottom of the Clip Art task pane is the Organize Clips . . . command. Clicking on this command will result in the opening of the Microsoft Clip Organizer. Once you're in Clip Organizer, you can search for clips or browse the collections.

When you choose Organize Clips . . ., Publisher may ask if you would like to sort your clips now or later. For classroom purposes, we will choose Later. This takes you to the Organize Clips dialog box.

There are two different views in the Clip Organizer. One is by Search, as illustrated in Figure 2-5. This is similar to the Clip Art task pane. You can key keywords into the Search text box and click Search. You can also limit the search to certain collections and types of media files as you did in the Clip Art task pane.

The other view is by Collection Lists. The collections have a plus or minus to the left of the collection name. A plus indicates subfolders. Clicking the plus will expand the main collection folder and list the subfolders. Some subfolders also contain folders. A minus indicates that the main folder (or collection) is expanded. You should see subfolders listed under the main folder name. In this view you can choose a collection as well as a folder in that collection and simply browse through the images until you see one you like. These would be very broad categories. In Figure 2-6 the Office Collection is selected and the Animal folder is selected.

Notice that in the lower right corner of some of the thumbnail images are little icons that tell you where the clip is located or if it is an animated *gif*.

Exercise 2.3

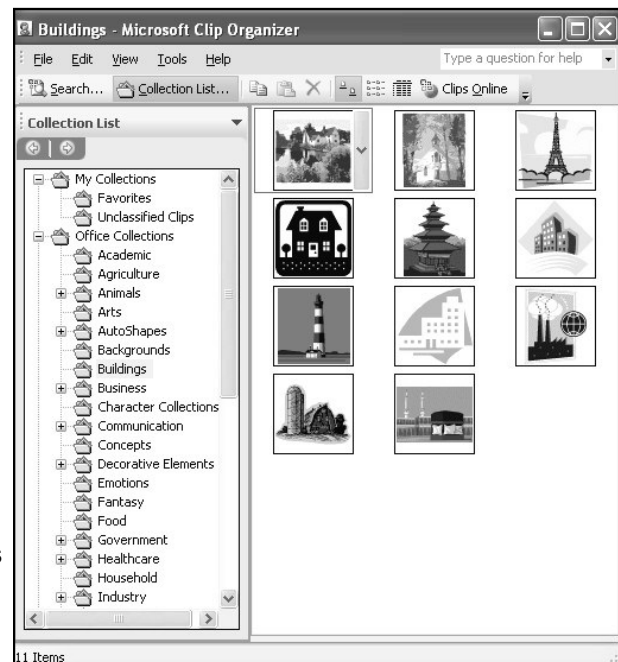
1. If the task pane is closed, select **Task Pane** from the **View** menu.
2. Change the task to **Clip Art** from the down-pointed triangle next to the X at the top of the Task Pane.
3. Click **Organize clips . . .** at the bottom of the Clip Art task pane.
4. Click **Later** if you are asked if you wish to organize your clips.
5. Click **Search** at the top of the Clip Organizer.
6. Key **bikes** in the Search text box and click **Go**.
7. Find another bike image in which the biker is wearing a helmet. Drag the image, using your left mouse button, anywhere onto the document page.

8. When you dragged the image, the Clip Organizer dialog box was minimized. Click the Clip Organizer button on the Taskbar at the bottom of the screen to restore it.
9. Click **Collection List** at the top of the left pane of the Clip Organizer.

FIGURE 2-5
Clip Organizer Viewed by Search



FIGURE 2-6
Clip Organizer Viewed by Collections



10. Click the **Office Collections** folder. Click the + to expand the folder, if necessary.
11. Scroll down to the **Sports** subfolder. Click on the + to expand the Sports subfolder.
12. Click on the **Equipment** subfolder.
13. Drag any image that you find there anywhere onto the document page. The Clip Organizer will be minimized again.

Using Help in the Clip Organizer

Because Help may be a new feature for you, we'll learn to use the Help feature in the Clip Organizer dialog box. Help is a separate program within the Office Suite. You will see an Ask a Question text box in the upper right corner of the Clip Organizer. Key a question in that box and press Enter. You will get a bulleted list of possible answers. Clicking a bulleted item will open a help pane with instructions or information related to your bulleted choice (see Figure 2-7).

FIGURE 2-7
Clip Organizer Help

At the top of the Help pane, next to your question, is a search button that gives you some choices about where you want Microsoft to search for answers to your question. Figure 2-8 illustrates that you can get help from a number of sources.

Exercise 2.4

1. Click the button on the Taskbar to restore the **Clip Organizer**. Click in the *Type a question for help* box located in the upper right corner of the dialog box and key **how do I copy an image**. Press **Enter**.
2. Scroll down and click the bulleted item that reads **What uses of photos, clip art . . .**
3. Read the results in the Clip Organizer Help pane. Then click the left-pointing arrow at the top of the Help pane to return to the original list of answers to your question.
4. Click the down-pointing arrow beside the word *Search* near the top of the Clip Organizer Help pane.
5. Close all Help panes, keeping only the Clip Art task pane showing at the left of the window.

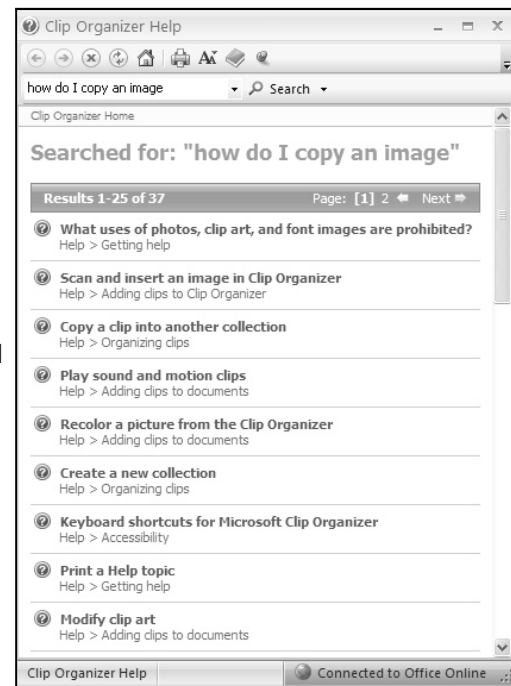
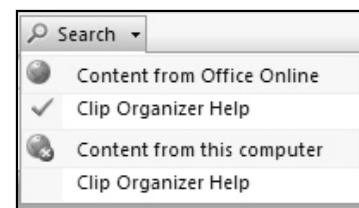


FIGURE 2-8
A Search Pane



Using Clips Online

Below the Clip Organizer link at the bottom of the Insert Clip Art task pane is the Clip art on Office Online command. This link takes you to the Clip Art and Media portion of Microsoft Office Online. A portion of that Web page is illustrated in Figure 2-9. You have to be connected

to the Internet for this feature to work. (NOTE: This Web site changes frequently, so it may not look exactly like Figure 2-9.)

At the top of the window are options for keying a keyword and where to search. The number of pages of images available will show in the upper and lower right corners. The example showing in Figure 2-10 is page 26 of 39. To move from page to page, click the arrow or select a page number from the drop-down list next to the current page number.

As you move from page to page, if you see any images you like, click in the option box under the image to insert a checkmark. The checked images are the ones that will be downloaded to a collection folder on your computer. You can deselect an unwanted image by clicking it again. The check mark will disappear.

When you are done making your selection(s), click the Download # clips which is at the left, above the first row of images. You will see the window in Figure 2-11. This window indicates how many clips are selected, their total size, and the approximate time it will take for them to download from Internet to your computer.

In the Opening ClipArt dialog box, you will click *Save to Disk* and *OK*. The images you selected in the Clip art on Office Online will be added to your Clip Organizer and will be placed in your collection of clips. When you have finished, the bike clips are downloaded to the Transportation or Sports folder under My Collections.

Exercise 2.5

1. Click **Clip art** on **Office Online**.
2. If a window appears asking if you agree to the use of the clip art you are about to see online, click **Accept**.

FIGURE 2-9
Microsoft Office Online

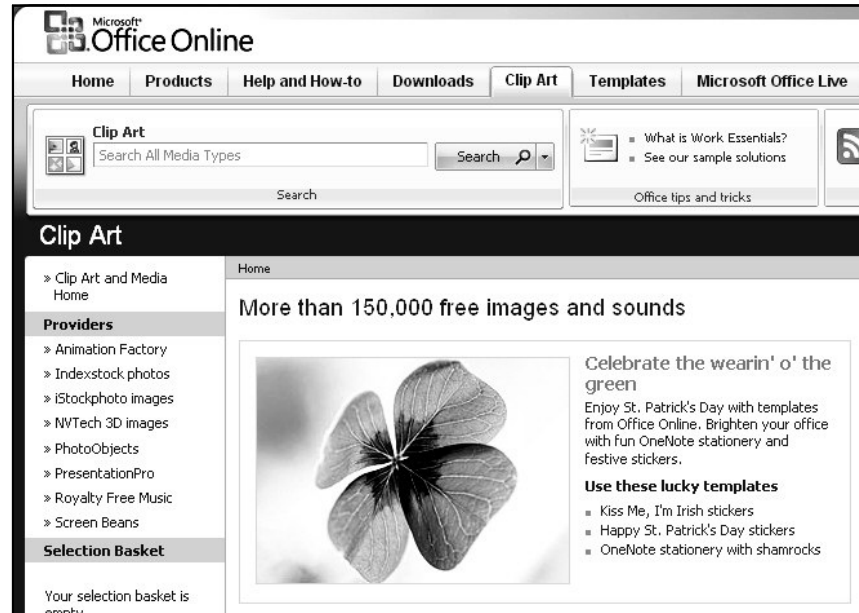
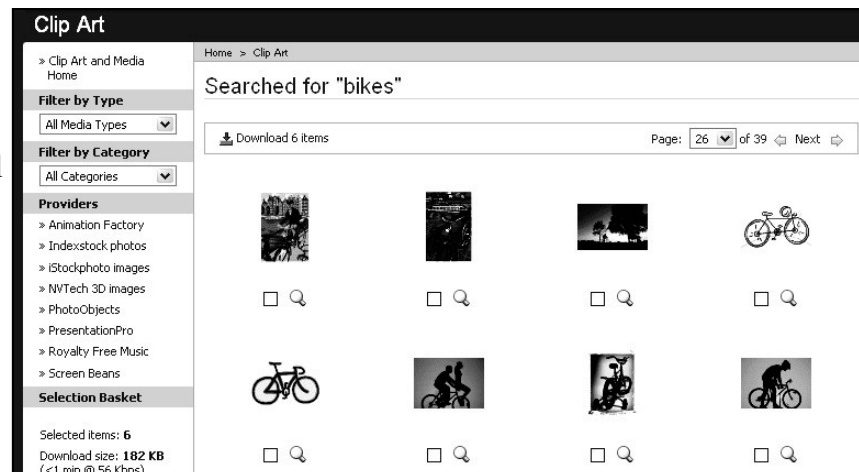
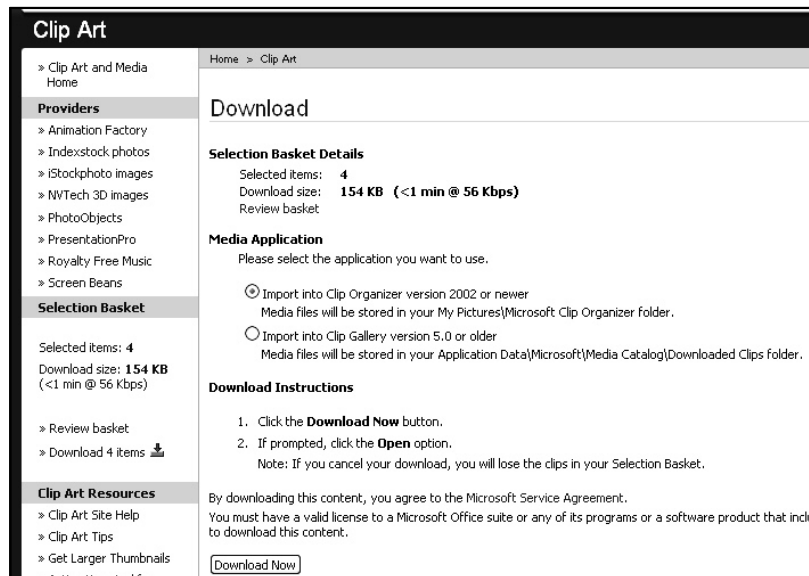


FIGURE 2-10
Microsoft Office Clips



3. In the In the Office Online Clip Art and Media dialog box, click the down arrow beside *Search* and choose **Clip Art**. key **bikes** in the text box and click **Go**.

FIGURE 2-11
Download Window



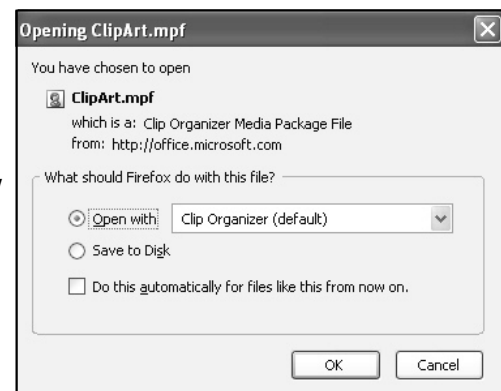
4. Look through as many pages as you wish. Click on the arrows to move forward or backward through the pages of images.

5. Click in the checkbox below any desired images so a checkmark appears. (The image in Figure 2-1 is on page 20. You may choose it, if you wish.)

6. Click **Download # Item(s)** on the blue bar above the clip images. The dialog box in Figure 2-11 will be displayed.

FIGURE 2-12
Opening ClipArt Dialog Box

7. In the next windows, click the **Download Now** button. In the Opening ClipArt Dialog Box (Figure 2-12) with **Open with Clip Organizer** chosen, click **OK**.
8. Minimize the Explorer. Notice the images that are now in one or more subfolders under the Downloaded Clips folder. Drag one of the images anywhere onto the document page.



Modifying a Clip Art Frame

You can move, size, and delete clip art frames the same way you did text and picture frames. First you must select the frame. Then resize it by moving your mouse pointer over a handle until you see the word *Resize*. Hold down your left mouse button and drag out or in. You can move it by pointing to any border of the clip art frame until you see an icon labeled *Move* along with four arrows. Hold down the left mouse button and move the object around on the document page or onto the scratch area for use later. To delete a clip art object, select it and press the **Delete** key.

You are going to delete all but one clip art frame and use the remaining frame as part of your flyer. You will keep the one you think would be a good graphic for a flyer about bike helmets.

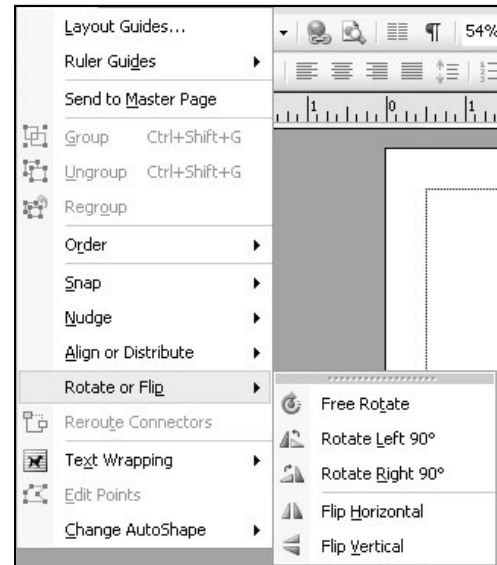
Flipping or Rotating the Graphic

When adding a graphic to a flyer, make sure that it is facing into the publication. This leads the reader's eye onto the information in the publication, not away from it. Depending on what graphic you select, you may need to *flip* it horizontally to face the other direction or you

may need to **rotate** it so it is turned on its side or is upside down. Both of these changes to images are done using the Rotate or Flip feature in the Arrange menu. The choices you have from this menu are shown in Figure 2-13.

- **Free Rotate**—Use the Rotate tool to turn the object clockwise or counter clockwise by the desired amount.
- **Rotate Left**—Turn the object to the left 90 degrees per click.
- **Rotate Right**—Turn the object to the right 90 degrees per click.
- **Flip Horizontal**—Make a mirror image of the object on the horizontal axis.
- **Flip Vertical**—Make a mirror image of the object on the vertical axis.

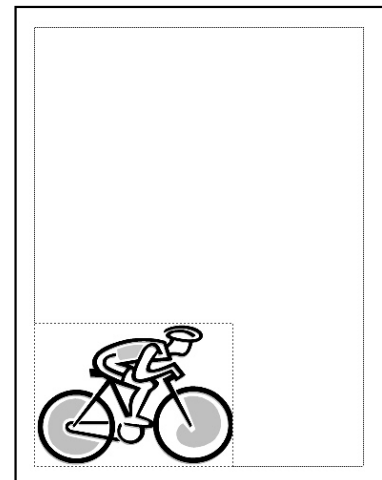
FIGURE 2-13
Rotate or Flip Menu



Exercise 2.6

1. Select and delete all but one clip art frame by clicking on a clip art frame and pressing **Delete**. (Your clip art does not have to be the same as the one in Figure 2-14.)
2. From the **Arrange** menu, choose **Layout Guides**.
3. Change all four margins to **0.5"**.
4. If necessary, flip the graphic so that it is facing in towards the publication by selecting the object and choosing **Flip Horizontal** from the **Rotate or Flip** feature in the **Arrange** menu.
5. Move the graphic so that it snaps to the left margin guide and bottom margin guide in the lower left corner of the document page.
6. Resize the graphic so that it measures approximately **4.5"** wide and **3.25"** tall. (Use the Measurements toolbar to help you or watch the Object Size Box in the lower right status bar.)
7. Save the file as **bike helmets xxx** (where xxx are your initials). Your publication should look something like Figure 2-14 except that you may have a different graphic.

FIGURE 2-14
Publication with Clip Art



Adding Text to the Flyer

Now you will add the text to the flyer that explains the free offer of bike helmets. You will create a text box using the Text Box tool and key and format the text. The box will cover part of the graphic, but you will learn how to wrap the text around the graphic.

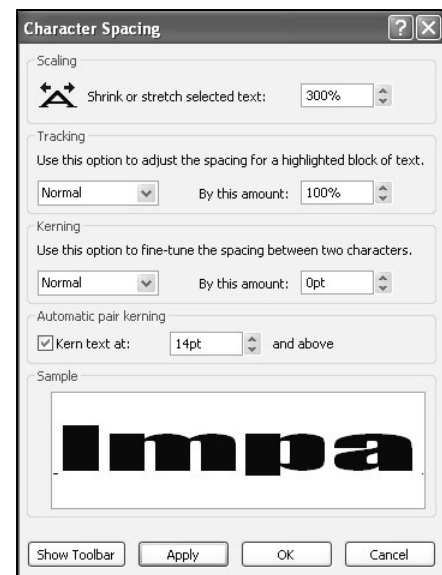
Changing Character Spacing

Up to now you have changed the size of text to make it stand out. Another feature in Publisher that provides formatting of characters is the Character Spacing feature. It is located in the Character Spacing dialog box, which is opened from the Format menu. You want to use this feature for only a very small amount of text, such as a headline. Changes in character spacing to large amounts of text make the text very hard to read.

The choices in the Character Spacing dialog box shown in Figure 2-15 include the following:

- **Scaling**—Changes the size of the letters by shrinking and stretching the letters from 0.1% to 600% in width without making the letters taller.
- **Tracking**—Affects the space between two or more adjoining letters in a block of text. There are five tracking options: Normal, Tight, Very Tight, Loose, and Very Loose. You can also choose *Custom* to set your own spacing.
- **Kerning**—Affects the space between letter pairs when the type size is 14 pt. or greater. You can add space between pairs of letters or you can decrease space resulting in letters overlapping.

FIGURE 2-15
Character Spacing



The same features found in the Character Spacing dialog box are available on the bottom half of the Measurements toolbar.

Exercise 2.7

1. With **bike helmets xxx** showing in the window, select the Text Box tool from the Object bar. Create a text box that measures 7.5" wide by 7.0" tall and starts at the upper left corner where the left margin guide and top margin guide meet.
2. Choose Center Alignment. Key and format the text as shown in Figure 2-16. (Open the Format menu and open the Character Spacing dialog box to set the scaling.)
 - FREE** (Impact, 72 pt., scaling set to 300%)
 - Bike Helmets . . .** (Impact, 60 pt. Bold, scaling set to 100%)
 - Bring your child . . .** (and following lines) (Arial, 26 pt. bold)
(press Enter once more for a blank line)
 - Protect your . . .** (Arial, 36 pt. italics)
3. Resize the text box to fit below the last line of text. Save the file again with the same name.

Adding Another Text Box

You do not have to put all your text in one text box. You can have several text boxes on one page. Draw and position each box and add the text.

Exercise 2.8

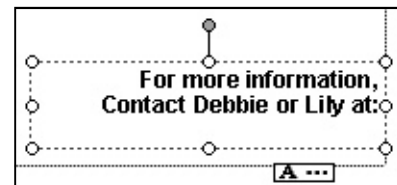
1. With **bike helmets xxx** open in the window, click the **Text Box** tool from the **Object** toolbar.

2. Click in the lower right corner of the document page and draw a box that measures **2.25"** wide and **0.75"** tall. Use the Measurement toolbar to help you.
3. Key the following text and format it with Arial, 12 pt. bold, and right alignment:
**For more information,
 Contact Debbie or Lily at:
 Phone: (920) 555-5080**
4. If your box is too small, a box with an "A" will appear at the bottom of the frame as shown in Figure 2-17. Resize the text box so that all the text shows. (Sometimes even blank lines created by pressing Enter will cause this to happen.)
5. Move the box so that the lower right corner snaps to the lower right corner on the document page at the intersection of the right margin guide and bottom margin guide.
6. Save the file and keep it open.

FIGURE 2-16
Keyed and Formatted Text



FIGURE 2-17
Text Frame Adjustment



Using Ruler Guides

In the next exercise, you are going to add another picture frame to the document page. In order to position it in the exact location, you'll use a very useful feature called *ruler guides*. These guides look like green dotted lines and are used to help position objects on the page. To use a ruler guide, point at a gray portion of the horizontal or vertical ruler so that you see an adjust icon. Drag the guide to the desired position. When a ruler guide is placed on the document page and the Snap to feature is turned on, the ruler guides become "sticky" and objects snap to the guides.

The last step for the flyer is to add the city's logo. You'll drag horizontal and vertical ruler guides into your document. Then you will line up the new picture along the ruler guides.

Exercise 2.9

1. With **bike helmets** xxx still open in the window, point to the horizontal ruler guide with the mouse pointer until you see the adjust icon and a tool tip labeled *Create Horizontal Guide*.
2. Drag the guide down to **8.5"** on the vertical ruler. Release the mouse.
3. Drag a guide from the vertical ruler over to **6.25"** on the horizontal ruler.
4. Click the Picture Frame tool and choose **Picture from File**.
5. Draw the frame beginning where the two ruler guides intersect and extending down and to the right until the frame is approximately **1.5"** wide.



6. Insert **Otter Creek Logo.jpg** from your prerecorded data files. If necessary, adjust the location of the logo so it lines up against both ruler guides.
7. Your publication should now resemble Figure 2-18. Save the publication again as **bike helmets xxx** and print it. Close the file.

Adding WordArt to a Publication

Up to this point, you have been using the text box to create text for headlines and titles. While you can vary the font design and size, you are somewhat limited in the formatting of the text. *WordArt* is a utility that makes text look like a graphic.

WordArt is used primarily for headlines, banners, and titles. WordArt uses the same fonts as those used in a text box but contains special effects that make the fonts appear different and graphic-like. *Halloween Extravaganza* in Figure 2-19 illustrates an example of WordArt.

Creating WordArt Frames

To create a WordArt frame, select the Insert WordArt button on the Object toolbar. When you release the mouse button, a grid of style choices appears in a window titled *WordArt Gallery*. From this gallery you may choose the orientation (vertical or horizontal), shape, color, and style of the WordArt object (see Figure 2-20). Your design choices can be altered later using the WordArt toolbar.

After making a choice from the WordArt Gallery, a small dialog box appears instructing you to enter *Your Text Here*. In addition to keying text in the Your Text Here dialog box, you can select the font design and size. You can also insert special characters in the text, such as a trademark or copyright symbol. Publisher will autofit the text into the frame.

Once the text has been entered and the font design and size have been chosen, click OK or click the X in the dialog box to close it. At that point the WordArt frame will appear in the document page and a new WordArt toolbar will appear (see Figure 2-21). You can change the shape, the direction of the text, the *text wrapping* (how the other frames form their shape around the WordArt frame), the alignment and character spacing, the line thickness of the text and its color, or turn on shading or a shadow. All of these special effects are easy to use.

FIGURE 2-18
Completed Bike Helmet Flyer



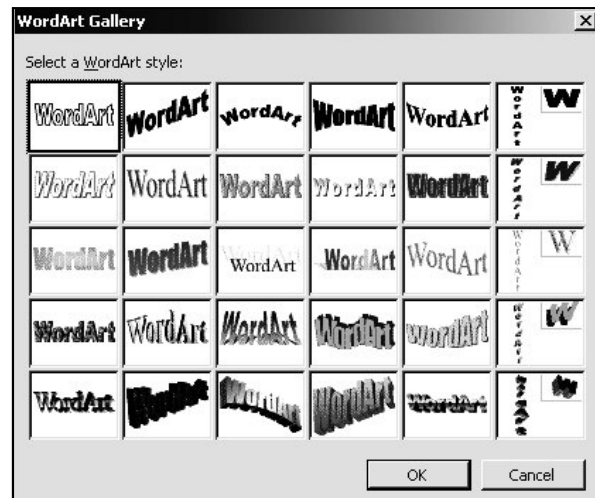
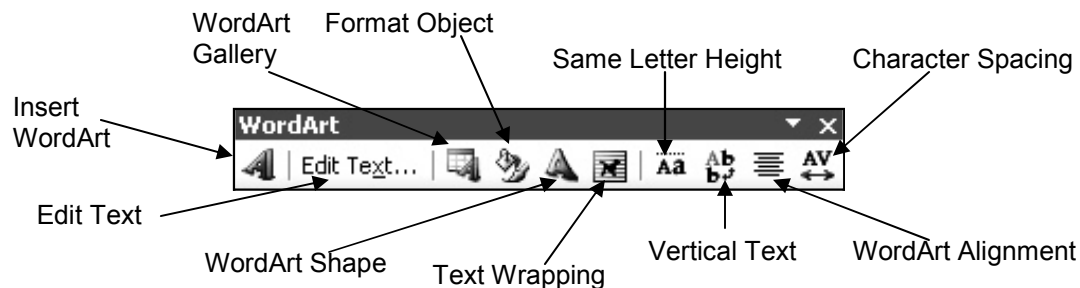
FIGURE 2-19
Completed Halloween Project



Exercise 2.10

FIGURE 2-20
WordArt Gallery

1. Open the **File** menu and choose **New**. Begin with a new blank page, choosing the Letter (portrait) 8.5 x 11" size page. Change all four margins to **0.3"** in the Layout Guides dialog box.
2. Choose the **Insert WordArt** tool and choose the third shape in the first row.
3. Key the text: **Halloween Extravaganza**
4. Choose the font **Chiller**, font size **36**. Click **OK**.
5. With the WordArt chosen, choose **WordArt Shape** from the WordArt toolbar. Choose the fourth shape in the fourth row. It is labeled **Deflate Bottom**.
6. Resize the object by dragging the bottom left handle down and to the left until the object measures **5.325"** wide and **3.65"** tall.
7. Move the WordArt object to the upper left corner so that the frame is at the top of the paper and snaps to the left margin guides. (It is okay that the frame is outside the margin guide as long as none of the contents extend beyond the no-print zone of your printer. Most laser printers have a no-print zone of 0.25". Check with your instructor to find out what the no-print zone is on the printer you are using.)
8. With the WordArt object still selected, click the WordArt shape button and choose **Cascade Up**.
9. From the WordArt toolbar, click **Format WordArt**. Choose the **Colors and Lines** tab, and change the Fill color to gray or silver. Click **OK** and close the WordArt toolbar.
10. Save your publication as **Halloween xxx** (where xxx are your initials). Save often! Keep it open for the next exercise.

FIGURE 2-21
WordArt Toolbar

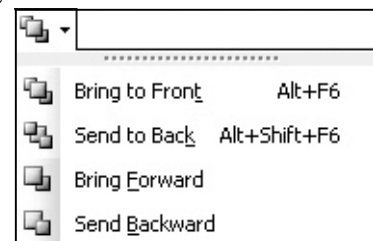
Layering and Grouping Objects

A common design technique is *layering* objects. This means one object is on top of one or more objects. This is typically done with graphics and WordArt. When two or more objects are layered, a decision has to be made as to which object is on top. You may have numerous layers, one for each object, and you get to control the order of the layers.

➔**Tip:** Use the Measurement toolbar to achieve a specific size or location for an object.

To send an object to the front or back, select the object to be layered and choose Order from the Arrange menu or click the down arrow next to the Bring to Front button on the Standard toolbar. The choices are illustrated in Figure 2-22. The first two choices will bring an object to the front of all the layers or send an object to the back of all the objects. The Bring Forward and Send Backward options will move the object forward and backward only one layer at a time.

FIGURE 2-22
Bring to Front Button



Once the objects are layered as desired, they can be grouped using the Group feature. Grouping locks objects together to ensure that they can be moved and sized together. All the objects that are to be grouped need to be selected first. Do this by selecting one object and holding the Shift key as you select the other objects.

FIGURE 2-23
Group Objects Icon



When more than one object is selected, a Group Object button automatically appears in the lower left corner of the selected objects as shown in Figure 2-23. Clicking on this button will group the objects. When objects are grouped and selected, only one set of handles will be surrounding the grouped objects and an ungroup icon will appear at the bottom right corner of the grouped object (see Figure 2-24). Clicking this icon will ungroup the objects. If one of the grouped objects needs to be edited, the group needs to be ungrouped first so the individual object can be selected and edited.

FIGURE 2-24
Ungroup Objects Icon



You are going to add a graphic to the publication and group it with the WordArt object.

Exercise 2.11

1. With **Halloween** xxx open in the window, use the Clip Organizer Frame tool to open the Clip Organizer. Key **Halloween** in the Search text box and click **Search**.
2. Locate a picture with a black cat and drag it onto the document page. If necessary, flip it horizontally so that the cat is looking into the page.
3. Resize the clip art to approximately **3.725"** wide and **5"** tall.
4. Move it to **0.725"** on the vertical ruler and snap it to the left margin guide.
5. With the clip art frame still selected, open the **Arrange** menu and choose **Order**. Choose **Send to Back** so that it goes behind the WordArt object.

6. With the clip art frame still selected, hold the **Shift** key and click the WordArt frame. A Group Objects button will appear as shown in Figure 2-25.
7. Click the **Group Object** icon. The two objects are now grouped and an Ungroup Object button appears.
8. Save the file again with the same name.

➔**Tip:** If you need to edit an object that is layered at the bottom, send the objects on top to the bottom until the desired object is on top.

Changing a Bullet Symbol

You are going to add two text boxes. One will contain a bullet list. In Lesson 1, you added bullets to two lines in the Bus Ad exercise by clicking the Bullet button on the Formatting toolbar. In this next exercise you will add bullets but will also change the bullet symbol to more appropriately fit the theme.

Changing the bullet format is done in the Bullets and Numbering dialog box (Figure 2-26) chosen from the Format menu. You have a choice of formatting normal (no bullets), Bulleted list, and Numbered list. When the Bulleted list is selected, the New Bullet button appears. This opens a grid of symbols that are available in different font sets.

Exercise 2.12

1. With **Halloween xxx** showing in your window, create a text box that measures **4.85"** wide and **2.875"** tall. Add the following text and format as shown in parenthesis. All the lines are center aligned.

Otter Creek Zoo (Berlin Sans FB Demi, 48 pt., orange font color)

Children's Halloween Party (Berlin Sans FB Demi, 28 pt., orange font color)

Saturday, October 27, 2007 (Berlin Sans FB Demi, 24 pt., black font color)

6 to 10 p.m. (Berlin Sans FB Demi, 24 pt., black font color)

Sunday, October 28, 2007 (Berlin Sans FB Demi, 24 pt., black font color)

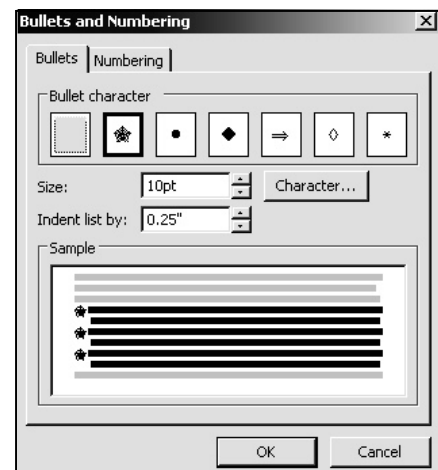
1 to 5 p.m. (Berlin Sans FB Demi, 24 pt., black font color)

2. Move the text box to align at the right margin guide and **3"** on the vertical ruler.
3. If the grouped object is covering up the text box, bring the text box to the front. You can also right align any of the text that does not show because of the clip art.

FIGURE 2-25
Two Objects Selected



FIGURE 2-26
Bullets and Numbering Dialog Box



4. Create another text box that measures **5.6"** wide and **4.575"** tall. Add the following text and format as shown in parenthesis. Align the box at **1.5"** on the horizontal ruler and **6"** on the vertical ruler. Choose center alignment and format all lines with Berlin Sans FB Demi.

Pumpkin Carving (26 pt., orange font color)

Halloween Costume Contest (26 pt., orange font color)

Graveyard Scavenger Hunt (26 pt., orange font color)

Bob for Eyeballs (26 pt., orange font color)

Scary Face Painting (26 pt., orange font color)

Much More (26 pt., orange font color)

5. Leave a blank line and change to right alignment.

Admission Cost per Day: (18 pt., black font color)

50¢ for children under 12 (18 pt., black font color) (For the ¢ sign, open the Insert menu and choose Symbol. Scroll to below the lowercase letters and click the ¢ symbol. Click Insert and then Close.)

\$1.00 for adults (18 pt., black font color)

6. Leave a blank line and add the final two lines.

Sponsored by Otter Creek Department of Parks (Berlin Sans FB Demi, 14 pt., orange font color)

And local civic groups (Berlin Sans FB Demi, 14 pt., orange font color)

7. Select the six lines at the top of the text box. Click the **Bullet** button.
8. From the **Format** menu, choose **Bullets and Numbering**. Click the **Bullets** tab, select any bullet style, and then click the **Character** button.
9. From the **Font** drop-down list, choose **Webdings** and choose a symbol that looks like Halloween. Adjust the size of the bullet, if you wish. Click **OK** twice.

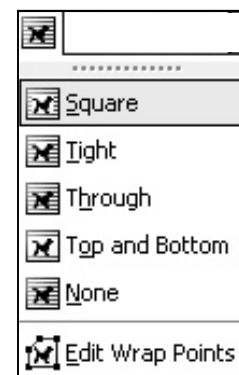
Changing the Text Wrap for Picture and Clip Art Frames

When picture and/or clip art frames are added to a publication that contains text boxes, the design may need the text to wrap around the picture or through the picture or stop above the picture and continue below the picture. This is called *text wrap*. These wrap choices are available in the Text Wrap feature chosen from the Picture toolbar (see Figure 2-27).

Exercise 2.13

1. Insert three more clip art objects that go well with the design. Look at Figure 2-19 for ideas.
2. The clip art frame in the upper-right corner should measure approximately **2.5"** square and it should have a square text wrap.

FIGURE 2-27
Text Wrap Options



3. The clip art frame in the lower right corner should measure approximately **2.5"** wide and **2"** tall. It should have square text wrap. This will push the right-aligned text in toward the center of the text box. This is intentional.
4. The little graphic to the left of the bulleted items should measure approximately **2"** wide and **1.1"** tall. The text wrap for this text box is set at None so that it can be placed very close to the text without rearranging the text lines. You may need to send this new clip art frame to the back.
5. Save your publication again as **Halloween xxx**. Print it and close it. Your completed flyer should be similar to Figure 2-19 when you are finished.

Summary

In this lesson, you learned the following:

- You can search for clip art using the Clip Organizer.
- You can search for clip art using the Microsoft Clip Gallery Live.
- Flipping clip art turns the direction the picture is facing.
- Moving and resizing a clip art frame uses the same procedure as for a text box.
- You can make text look larger and change the space between characters using Character Spacing.
- Ruler guides help you position a frame in an exact location.
- WordArt makes text stand out and is good for headlines and titles.
- Bullet symbols can be changed from the default setting and can add greatly to the design of the flyer.
- Objects can be layered and grouped to create a graphic object that can be moved and sized as one object.
- The text wrap feature determines how close text in a text box can be to a Picture, clip art, and WordArt frames.

➔**Tip:** When text wrap is set to None, you can move an object very close to a text box frame. One way to do this is to use the arrow keys on your keyboard to "nudge" an object one pixel at a time.

LESSON 2 REVIEW QUESTIONS

TRUE/FALSE

Circle T if the statement is true or F if the statement is false.

- | | |
|-------|--|
| T F | 1. When you draw a picture frame, Publisher takes you directly to the Clip Organizer. |
| T F | 2. The Flip Horizontal commands turns a Clip Organizer frame 90 degrees. |
| T F | 3. Deleting a picture from the Clip Organizer does not delete it from your computer system. |
| T F | 4. Clips downloaded from the Clip art on Office Online are stored in the Downloaded Clips folder in My Collections. |
| T F | 5. To use a ruler guide, you must hold down the Ctrl key and point at the horizontal ruler or vertical ruler so that you see an adjust icon. |

- T F 6. The WordArt feature can make text look like a graphic.
- T F 7. Individual objects can be edited in a grouped object.
- T F 8. The only two options for moving an object in front of or behind another object are Bring to Front and Send to Back.
- T F 9. Find Similar Style options for clip art brings up images created in the same style that match the keywords.
- T F 10. Kerning changes the size of the letters by shrinking or stretching the letters.

FILL IN THE BLANKS

Complete the following sentences by writing the correct word or words in the blank provided.

1. When you choose Insert, Picture, you can retrieve graphics images from _____ and from _____.
2. The star icon in the lower right corner of a clip in the Clip Organizer indicates that the clip is a(n) _____.
3. The feature in the Character Spacing dialog box that adjusts the spacing between a pair of letters is _____.
4. You must be connected to the _____ to use the Clip Art on Office on Line.
5. The Flip feature makes a _____ image of the object when it is flipped.
6. The various designs from which to choose for WordArt can be selected from the _____.
7. The feature that determines how close a picture, clip art, or WordArt object can be positioned near a text box is called _____.
8. To change the bullet symbol to a heart, you would have to select the text, choose _____ from the Format menu, and click the _____ button.
9. To tell Publisher what kind of clip art image you'd like, you must key a descriptive word for the desired clip art in the _____ box.
10. The Clip Organizer sorts media into five types. Any two of those types are _____ and _____.

PROJECT 2-1

You have been asked to create a flyer for the Senior Prom, a special night the Otter Creek High School Honor Society is going to conduct for senior citizens at the Otter Creek Seniors Center called the *Senior Prom*. This flyer will be posted at the Seniors Center.

1. Create a blank document measuring 8½ by 11 inches.
2. Set the margins at 0.5 inch each in the Layout Guides dialog box.

3. Search for a clip art using **dancers** as your keyword. Choose an appropriate clip art for the occasion.
4. Size the clip to approximately 2.5" x 2.5". Snap it to the left and top margin guides in the upper left corner.
5. Create a text box to the right of the clip art that extends to the right margin guide and is 2.5" tall.
6. Key the words **Senior Prom** and format the text as follows: Broadway, 72 pt., bold, center alignment, scaling at 140%. If you don't have Broadway, choose another decorative font that will fit the occasion.
7. Bring down a ruler guide from the horizontal ruler to 3½" on the vertical ruler.
8. Create another text box starting at the ruler guide that measures 7.5" wide and approximately 4.75" tall. Set center alignment.
9. The prom will be from 7 to 9 p.m. on the second Friday in May. Key the date and time on two separate lines and format with Arial, 48 pt. bold. Key the following lines below the time:

Otter Creek Seniors Center (Arial 36 pt. bold)
Dance to the music of the (Arial, 32 pt.)
Melo Tones (Arial, 32 pt. bold, italic, and 150% scaling)
Refreshments (Arial, 32 pt.)
Cost: \$1 at the door (Arial, 32 pt.)
10. Create another text box that measures 5.0" wide and 1.5" tall and position it at the lower left corner where the left margin guide and bottom margin guide intersect.
11. Key the following lines and format with Arial, 18 pt. bold, and left alignment:

Sponsored by:
Otter Creek High School Honor Society
and
The Otter Creek Seniors Center
12. Create a clip organizer frame in the lower right corner that measures approximately 2.0" wide and 2.0" tall.
13. Search for a clip art using **music** as your keyword. Choose an appropriate clip art for the occasion.
14. Save your publication as **Senior Prom xxx** where xxx are your initials. Print it and close it. Your finished project should look something like Figure 2-28.

FIGURE 2-28
Completed Project 2-1



PROJECT 2-2

The Otter Creek High School senior class has been asked to help with a yearly popular family activity in Otter Creek called the Quarry Quest, where families can visit the local quarry to learn about quarry activities and look at the equipment. You have been asked to create the flyer that will be posted at the various public places, including the schools.

You need to include certain text but how you design it is up to you. The flyer in Figure 2-29 is just an example of what you can do.

HINT: To get a clip art frame close to the WordArt and text boxes, turn the text wrap to None. Also, the large capital letter in the paragraph containing the description is a separate WordArt frame with the text wrap also turned to None. One last hint, the top two lines are separate WordArt frames and the Quarry Quest WordArt frame is filled with a texture called Granite, which is found in Fill Effects under the Color drop-down list in the Fill dialog box.

Save the file as **Quarry Quest xxx**
where xxx are your initials.

FIGURE 2-29
Completed Project 2-2

